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ABSTRACT

A display system 190 having a mounting part 191 similar to Fig. 2, 3 or 6a and including a tongue 195 which is able to be mounted in the label track that holds the price label while still allowing viewing of the price label. This is by means of the tongue being transparent or being fitted behind the price label. The display system 190 further includes an extension part 192 extending away from the mounting part 191 and comprising a pouch 196 formed by clear transparent material being welded or otherwise affixed to a backing material with one opening to allow a display sheet to be inserted therein for viewing. In this way extra information can be provided adjacent to the price label. In this particular form the entire display system 190 may be formed by a single backing sheet which may be pre-printed with a first particular material while extra display sheets inserted into the pouch 196 can display changeable material thereby providing a readily reusable information display system.

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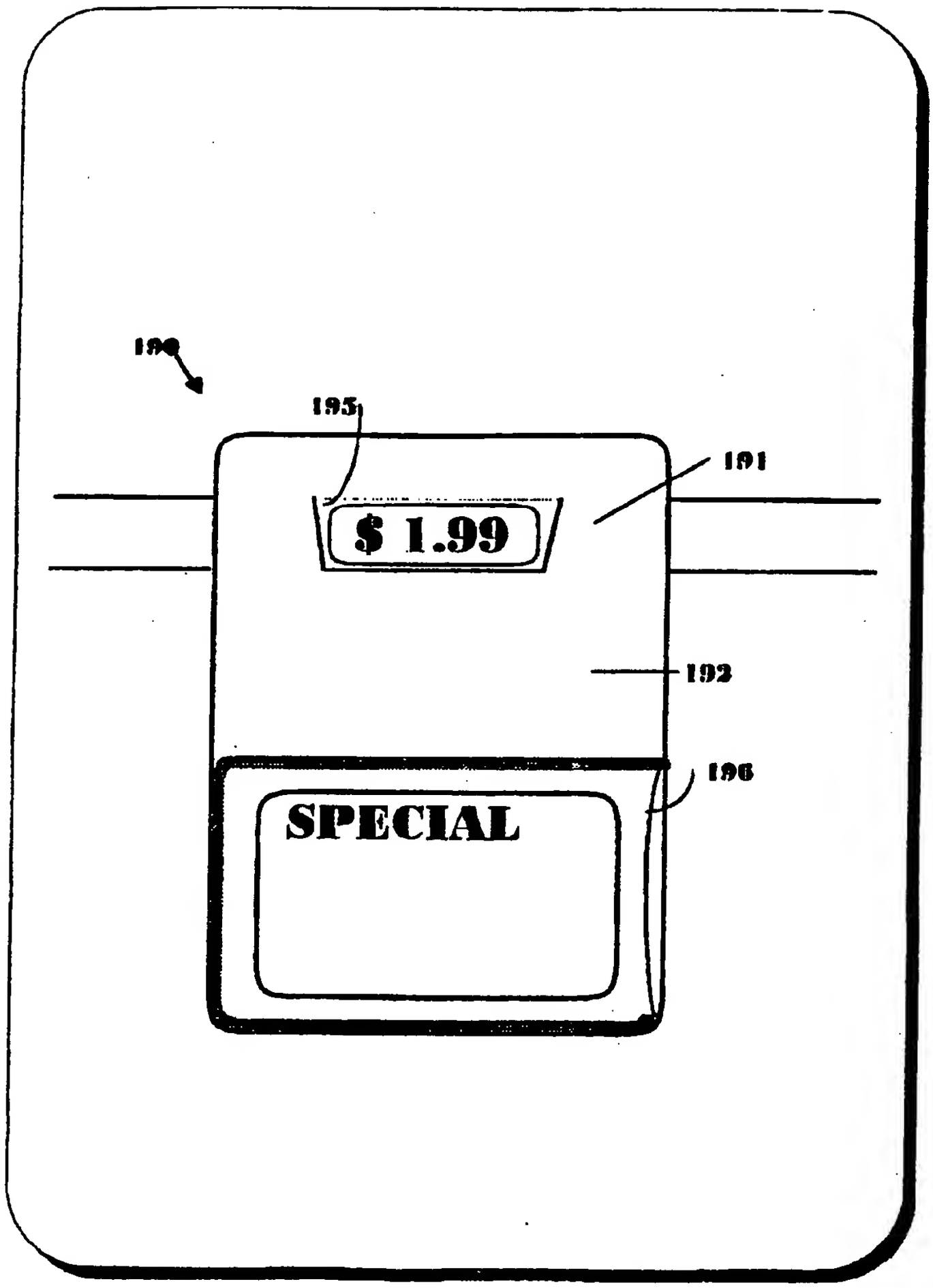

Fig. 9

MIMOSA

AUSTRALIA

Patents Act 1990

COMPLETE SPECIFICATION

FOR A STANDARD PATENT

ORIGINAL

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Title: INFORMATION DISPLAY SYSTEM

Associated Provisional Applications: No(s).: PP2960

The following statement is a full description of this invention, including the best method of performing it known to me/us:-

INFORMATION DISPLAY SYSTEM

This invention relates to an information display system, suitable for shelving in shops to display information about products for sale.

Consumers are becoming more educated and selective when buying goods from a supermarket or other retail outlets, so the quantity and quality of information required by many consumers about the product has increased. No longer is the consumer merely interested in the price of the item, but wishes to know details of price per standard quantity, place of manufacture, nationality of manufacturing company, contents, beneficial or harmful ingredients, warnings, and other information depending on the goods. Further, the shopkeeper or product manufacturer often wishes to include promotional material near a price label. The promotional material may be to identify "specials" or competitions or to highlight characteristic quantity or quality of the product being displayed. This amount of information cannot generally be displayed on known price labels mounted on the shelves.

Price label holders are generally longitudinal tracks fixed to the front of the display shelves and which have shaped formations forming enclosed thin channels or open channels with upper and lower grooves to hold the price labels therebetween. One known form of label track includes a longitudinal substantially enclosed flat channel with a longitudinal upper slit opening to allow the price label to be inserted within the channel. However with these forms of label track there is very little room for any information to be included apart from the price label having the price and name of product.

One means of overcoming this problem has been to have advertising material hanging from a string mounted on the shelf near the product. Often this material cannot be positioned close to the label having the name and price of the product. It is also known to have display cards fixed with adhesive tape or in separate mounting stands fixed to a shelf. These methods

are relatively time consuming in mounting and removing the display card, or costly in extra mounting structures. An extra label, the same size as the price label has been known to be placed in a label track adjacent the price label. This only provides limited additional display area and takes up space, which needs be used for other price labels.

It is an object of the invention to provide an information display system that can provide product or promotional information adjacent a price label.

According to the invention there is provided an information display system, for providing information such as characteristic product information or retail information adjacent a price label on a shelf front, the information display system having a mounting part for mounting the information display system on the same mounting structure holding the price label such as a label track, an extension part extending away from the mounting part and thereby the mounting structure when the information display system is mounted thereon and a display window; the mounting part including a tongue for insertion into a tongue receiving shaped formation of a label track, and the extension part allowing display of extra information adjacent the price label when mounted on the label track and viewable through the display window.

The information display system can have the mounting part also including a lock protrusion for retaining the mounting part within the label track, the lock protrusion extending from the mounting part and in an opposite direction to the extension of the tongue and protruding sufficiently out of the plane of the mounting part so that when the mounting part is inserted into the label track the lock protrusion is fully enclosed in the label track and is able to engage the tongue receiving shaped formation of the label track holding the price label to resist removal of the information display system from the label track.

The information display system can provide for a separate information label such as separate information display sheets whereby the extension part includes one or more compartments to receive and hold the separate display sheets allowing viewing of the display sheets adjacent the price label when both are mounted on a label track.

The invention also provides an information display system for providing information such as characteristic product information or retail information adjacent a price label on a shelf front, the information display system including a label having a mounting part for mounting the label adjacent to the relevant price label on the same mounting structure holding the price label, such as a label track, and an extension part extending away from the mounting structure when the information display system is mounted thereon and with at least two defined areas for displaying separate categories of information.

The invention also provides a system of displaying information about a number of products having similar product characteristics including: using a plurality of labels for displaying adjacent each product with each label having defined areas that are uniformly coded such that each similarly coded defined area on each label refers to a particular category of characteristic product information of the products; providing a label of said plurality of labels for each respective product, the labels having at least one coded defined area and with the respective coded defined areas able to include individual information in the particular category of characteristic product information for the respective product; displaying each particular label adjacent each respective product on display by means of mounting on a mount holding the respective price label; and providing a code interpretation means for enabling recognition of the particular category of characteristic product information for each coded defined area used on the plurality of labels.

Such an information display system of the invention can thereby provide a substantial amount of information and identify this information into particular categories to be readily recognisable and useable.

The defined areas may be formed by separate coloured strips that are colour coded to identify particular characteristic product categories such as fat content, sugar content, carbohydrate content, etc. The defined areas may be defined by compartments integral with the display system for receiving separate information display sheets whereby the compartments or the separate display sheets provide the defined areas. In one form the extension part may include surrounds which, due to the different colour or structure, highlight defined areas of the separate information display sheet within the display system. The separate information display sheets whether being mounted in separate compartments of the extension part or being separately defined by surrounds provided by the mounting part may also include thereon individual identified areas by means of coloured strips or the like.

In one particular preferred form of the invention the extension part of the label has two substantially coextensive elongated parts between which can be inserted separate information display sheets and the elongated parts of the extension part able to be vacuum sealed or otherwise sealed so as to retain therein the separate information display sheets. The elongated parts of the extension part may be preformed into separate compartments that extend parallel but in a separate plane to the extension part of the label including the mounting part.

In one form of the information display system of the invention which is able to be mounted on a form of label track, the information display system has a plurality of outwardly extending tongues in the form of tabs or projections which are positioned around a display window for allowing viewing of the price label therethrough and the projections are able to be

In one form the information display system has a single projection in the form of a tongue that is able to be inserted in a tongue receiving shaped formation of the label track to mount the information display system to the label track.

The display window can be formed by a cut-out of the label, and the tongue is formed by the cut-out attached to the label such that the tongue is able to be inserted into the tongue receiving shaped formation of the label track behind a price label in the label track and allow the price label to be viewed through the display window. The display window can be formed with the cut-out remaining integrally attached, on at least part of one side, to the label.

In another form the label can have a plurality of projections in the form of tabs extending from the first part of the label and able to engage shaped formations of the label track to mount the information display system to the label track. The tabs can extend from the label at parts positioned outwardly of the display window.

The tabs are located at the perimeter of the first part of the label with the display window being substantially centrally located in the first part of the label such that the first part is able to be mounted to the label track over a price label allowing the price label to be viewed through the display window.

The information display system of the invention is therefore able to be easily mounted onto the same label track that holds the price label and allows rapid mounting and removal of the display labels for any selected products and does not require the addition of any other mounting part.

In order that the invention is more readily understood, particular embodiments thereof will now be described by way of example only with reference to the accompanying drawings in which:

Fig. 1 is a front view of an information display system in accordance with a first embodiment of the invention;

Fig. 2 is a cross section of the information display system of Fig. 1 along the line B-B;

Fig. 3 is a cross section of the information display system of Fig. 1 along the line B-B including a lock system;

Fig. 4 is a front view of an information display system according to a second embodiment of the invention;

Figs. 5a, 5b and 5c are a coded system of the defined areas of the information display system such as shown in Fig. 1;

Fig. 6a and 6b are a front view of two elongated parts of an information display system according to a third embodiment of the invention;

Fig. 7 is a cross section of the information display system of Fig. 5a and 5b along the line A-A of the two elongated parts;

Fig. 8 is a perspective view of an information display system according to a fourth embodiment of the invention; and

Fig. 9 is a perspective view of an information display system according to a fifth embodiment of the invention.

Referring to the drawings there is shown in Figures 1, 2 and 3, a substantially planar rectangular information display system 81 according to the invention, which has a label 93 having a first and second connected parts 94 and 95 respectively. A projection in the form of a tongue 91 is defined by an internal rectangular cut-out of the first part 94 of the label 93 and remains attached along an upper longitudinal side. When the tongue 91 is displaced from the plane of the remainder of the information display system 81, it forms a display window 92.

The remainder of the information display system 81 forms a display area for display of information and graphics for promotional material or the like.

This form of the information display system 81 is able to be mounted on a known price label track 131 that is attached to the front of display shelves and is able to have price labels 86 mounted therein. The label track 131 has a shaped formation that includes a front and rear longitudinal parts of the label track, 132 and 133 respectively, which coextend and are joined at a bottom longitudinal edge to form a substantially enclosed channel 134 with an upper longitudinal opening 135. This substantially enclosed channel 134 forms a tongue receiving shaped formation. Price labels 51 are able to be mounted in the substantially enclosed channel 134.

In use the tongue 91 of the information display system 81 is bent out of the plane of the remainder of the information display system 81 and inserted into the longitudinal opening 135 of the substantially enclosed channel 134 of the label track 131 and behind the price label 51 mounted within the channel 134. The first connected part 94 of the label 93 extends laterally across the front of the label track 131 with the second connected part 95 being a large overhang extending beyond the label track 131. The display window 92 formed by the displacement of the cut-out tongue 91 from the plane of the remainder of the information display system 81 is positioned over the price label 51 to allow viewing of the price label 51 therethrough.

The mounting part being the tongue 91 also includes a lock protrusion 98 for assisting retaining the mounting part 91 within the label track holder of the price label. This lock protrusion 98 is sized smaller than the label track 131 and extends from the mounting part 91 and in an opposite direction and protrudes sufficiently slightly out of the plane of the mounting part 91 so that when the mounting part is inserted into the label track 131 the lock

protrusion 98 is fully enclosed in th label track 131 and is able to engage overhangs 136 in the label track 131 holding the price label 51 and make it difficult to remove the label.

Referring to Fig. 4 an information display system 101 according to a particular embodiment of the invention similar to Fig. 1 is shown which is able to be mounted on a known label track 141 in the form of an open channel label track with grooves that hold price labels 51.

The open channel label track 141 includes an elongated flat strip 142 which is fixed to the front of the shelving and has shaped formations at its longitudinal upper and lower edges in the form of an upper and lower overhanging flange 143, 144 integral with the flat strip 142 and opposing upper and lower grooves 145 and 146. This strip 142 on other known tracks are curved. The price label 51 is able to be mounted on the open channel label track 141 by mounting an upper and lower surface of the price label 51 within the opposing overhanging upper and lower grooves 145, 146.

The information display system 101 of the invention is also able to be mounted in the opposing overhanging grooves 145, 146 of the open channel label track 141. The information display system 101 includes a label having first and second connected parts 102 and 106 respectively. The first part 102 is shaped and sized to overlie the label track 141 and has a rectangular central cut-out display window 104 and four projections in the form of tabs 103 located outwardly from near the corners of the rectangular display window 104. These tabs 103 are able to engage with the opposing overhanging grooves 145, 146 such that the information display system 101 is mounted and held on the open channel label track 141. The second connected part 106 is rectangular and about the same size as the first part 102 and is integrally joined to the first connected part 102 between the lower tabs 103. The second part 106 thereby forms an overhang. The front surface of the information display system 101

provides a display area 105 that can be used to include promotional or informational material. A particularly large part of the display area 105 is provided by the overhang 106, which extends away from the open channel label track 141. The display area 105 that can be used for displaying information is not limited to the size of the price label track and is easily mounted to the price label track.

In use the price label 51 is located in the grooves 145 and 146 of the open channel label track 141. The information display system 101 is placed over the price label 51 in the label track 141 and mounted in the facing grooves 145, 146 of the label track 141 and relatively positioned to the price label such that the price label 51 is able to be viewed through the display window 104 of the information display system 101. The display area 105 is thereby located close to the identifying price label and is able to include promotional and informational material, which is related to that particular price label while only using a small extra amount of space of the open channel label track 141.

As shown in Fig. 5a, 5b and 5c the defined areas 182, 183 of the extension part 181 of one embodiment of the invention are formed by separate coloured strips with the coloured strips being colour coded to identify particular characteristic product categories.

Fig. 5a shows a colour coded system whereby colours of particular defined areas such as first and second defined areas 182 and 183 of the extension part 181 of the label 121. The code 185 can therefore be a green stripe showing the energy content, light brown stripe showing protein content, red stripe showing fat content, yellow stripe showing carbohydrate content, white stripe showing sugar content, black stripe showing dietary fibre content, light blue (cyan) stripe showing sodium content and purple (burgundy) content showing potassium content. As shown in Fig. 5b the extension part 181 may have separate categories of defined areas such that there is a primary defined area 184 which emphasises a major or most

important category or general information such as "100% natural" and "No Additives" with a plurality of minor defined areas 185a-h for more details and which follow the colour coded system so that there is a defined red area 185a showing a fat content of 3 grams, defined white area 185b showing sugar content of 27 grams, defined yellow area 185c showing carbohydrate content of 15 grams, defined light brown area 185d showing protein content of 12 grams, defined green area 185e showing energy content of 600 kilojoules, defined black area showing dietary fibre content of 15 grams, defined light blue area showing sodium content of 60 milligrams and defined purple area showing potassium content of 5 milligrams.

On some products, primary concern to the consumers may not be all the ingredients but two major categories that can be highlighted in two major defined areas 186a and 186b such as shown in Fig. 5c. The colour code is maintained but with a larger than normal defined area of white with the words "NO ADDED SUGAR" in a major defined area 186a and a major defined area 186b therebelow being all red and having wording of "97% FAT FREE". In this way consumers, who are primarily interested in sugar content and fat content, will be able to identify the products and look for all white labelling for sugar content and red labelling for fat content.

As shown in Figures 6a, 6b and 7, the defined areas in another embodiment of the invention are defined by a mounting part for receiving separate information display sheets whereby the mounting part or the separate display sheets provide the defined areas.

The label 161 has a mounting part 152 and an extension part formed by two coextensive elongated parts 162, 163 hinged at a respective longitudinal end of each part. The elongated parts 162, 163 including the mounting part 152 of the label extend substantially in a single plane and are preformed to define two separate compartments 167, 168 formed between female impress rectangular sections 171, 172 on the first elongated part 162 and

corresponding male impress rectangular sections 173, 174 on the second elongated part 163 so that they extend parallel but in a separate parallel plane on one side of the rest of the elongated parts. The resulting compartments 167, 168 are the areas into which the information sheet can be placed and retained by pivotal closing of the two elongated parts around the hinged connection of the elongated parts so the protruding or male parts 173, 174 of the second elongated part 163 are guided into the recesses or female sections 171, 172 of the first elongated part 162. The elongated parts 162, 163 have peripheral edging 64, 65 around the impress areas 171, 172, 173 & 174 which respectively overlie each other and are vacuum sealed or otherwise sealed or encapsulated so as to retain the separate information display sheets between the elongated parts 162, 163 in the sealed compartments 167 and 168. At least the front impress areas 171 172 of the first elongated part 162 is transparent to allow viewing of the information display sheet therein.

The label 161 of this embodiment is made uniform for each required label and have the required number of defined areas as required about a particular plurality of products. It thereby allows the coded defined areas to be achieved by printed paper that can be generated by computer for each respective product and be cut out to the required size to fit in the compartments 167, 168 of this label and be encapsulated therein. If required, the two elongated parts may be resealable so as to be reusable.

The mounting part 152 of the label 162 is structured to allow viewing of the price label through the label. This is by means of a cut-out formed by three cuts but remaining attached to the label 162, which fits behind the price label when mounted in the label track holding the price label and forms a surround that can aid highlighting the price label in the label track. The mounting part 152 is transparent to allow positioning in front of the price label while allowing viewing of the price label.

Another embodiment of the invention is shown in Fig. 8 has an information display system 111 for providing characteristic product information adjacent a price label 51 on a shelf front, the information display system 111 including a label 121 having a mounting part 125 for mounting the label 121 adjacent to price label 51 on a mounting structure 141 holding the price label 121, such as a label track, and an extension part 181 with at least two defined areas 182, 183 for displaying separate categories of characteristic product information.

Referring to Fig. 9 there is a further embodiment of the invention comprising a display system 190 having a mounting part 191 similar to Fig. 2, 3 or 6a and including a tongue 195 which is able to be mounted in the label track that holds the price label while still allowing viewing of the price label. This is by means of the tongue being transparent or being fitted behind the price label. The display system 190 further includes an extension part 192 extending away from the mounting part 191 and comprising a pouch 196 formed by clear transparent material being welded or otherwise affixed to a backing material with one opening to allow a display sheet to be inserted therein for viewing. In this way extra information can be provided adjacent to the price label. In this particular form the entire display system 190 may be formed by a single backing sheet which may be pre-printed with a first particular material while extra display sheets inserted into the pouch 196 can display changeable material thereby providing a readily reusable information display system.

Clearly a person skilled in the art would understand the variations of the embodiments can be readily envisaged. The information is therefore not limited to the embodiments disclosed but these are shown as illustrative only.

Another embodiment of the invention is shown in Fig. 8 has an information display system 111 for providing characteristic product information adjacent a price label 51 on a shelf front, the information display system 111 including a label 121 having a mounting part 125 for mounting the label 121 adjacent to price label 51 on a mounting structure 141 holding the price label 121, such as a label track, and an extension part 181 with at least two defined areas 182, 183 for displaying separate categories of characteristic product information.

Referring to Fig. 9 there is a further embodiment of the invention comprising a display system 190 having a mounting part 191 similar to Fig. 2, 3 or 6a and including a tongue 195 which is able to be mounted in the label track that holds the price label while still allowing viewing of the price label. This is by means of the tongue being transparent or being fitted behind the price label. The display system 190 further includes an extension part 192 extending away from the mounting part 191 and comprising a pouch 196 formed by clear transparent material being welded or otherwise affixed to a backing material with one opening to allow a display sheet to be inserted therein for viewing. In this way extra information can be provided adjacent to the price label. In this particular form the entire display system 190 may be formed by a single backing sheet which may be pre-printed with a first particular material while extra display sheets inserted into the pouch 196 can display changeable material thereby providing a readily reusable information display system.

Clearly a person skilled in the art would understand the variations of the embodiments can be readily envisaged. The information is therefore not limited to the embodiments disclosed but these are shown as illustrative only.

The Claims defining the invention are:

1. An information display system, for providing information such as characteristic product information or retail information adjacent a price label on a shelf front, the information display system having a mounting part for mounting the information display system on the same mounting structure holding the price label such as a label track, an extension part extending away from the mounting part and thereby the mounting structure when the information display system is mounted thereon and a display window; the mounting part including a tongue for insertion into a tongue receiving shaped formation of a label track, and the extension part allowing display of extra information adjacent the price label when mounted on the label track and viewable through the display window.

2. An information display system in accordance with claim 1 wherein the mounting part also includes a lock protrusion for retaining the mounting part within the label track, the lock protrusion extending from the mounting part and in an opposite direction to the extension of the tongue and protruding sufficiently out of the plane of the mounting part so that when the mounting part is inserted into the label track the lock protrusion is fully enclosed in the label track and is able to engage the tongue receiving shaped formation of the label track holding the price label to resist removal of the information display system from the label track.

3. An information display system in accordance with claim 1 or 2 wherein the tongue is formed by a cut-out of the mounting part for insertion into the tongue receiving shaped formation of the label track.

4. An information display system in accordance with any one of the preceding claims wherein the information display system has the display window formed by a cut-out allowing

a price label mounted in a label track on which the display system is mounted to be viewed through the display window.

5. An information display system in accordance with claim 4 wherein the tongue is formed by the cut-out of the display window such that the tongue is able to be inserted into a tongue receiving shaped formation of the label track behind a price label in the label track and allow the price label to be viewed through the display window

6. An information display system in accordance with claim 1, 2 or 3 wherein the display window is transparent to allow viewing of the price label therethrough.

7. An information display system in accordance with any one of the preceding claims for providing a system of displaying information about a number of products having similar product characteristics wherein the extension part includes a label for displaying adjacent each product and having defined areas that are uniformly coded such that each similarly coded defined area on each label refers to a particular category of characteristic product information of the products and includes individual information in the particular category of characteristic product information for the respective product.

8. An information display system in accordance with claim 7 wherein the label is integral with the extension part.

9. An information display system in accordance with claim 7 or 8 wherein the defined areas are formed by separate coloured strips with the coloured strips being colour coded to identify particular characteristic product categories such as fat content, sugar content, carbohydrate content, etc.

10. An information display system in accordance with any one of claims 5 to 9 wherein the information display system includes surrounds having different colour or structure to define the defined areas.

11. An information display system in accordance with any one of the preceding claims having a separate information label such as separate information display sheets whereby the extension part includes one or more compartments to receive and hold the separate display sheets allowing viewing of the display sheets adjacent the price label when both are mounted on a label track.

12. An information display system in accordance with claim 11 wherein the extension part of the label has two substantially coextensive elongated parts having complementary shapes to form compartments in which can be inserted separate information display sheets and the elongated parts of the extension part able to be vacuum sealed or otherwise partially or fully sealed to retain therein the separate information display sheets.

13. An information display system in accordance with claim 12 wherein the elongated parts of the extension part may be preformed into separate compartments that extend parallel but in a separate plane to a main plane of the display system.

14. An information display system in accordance with any one of the preceding claims having a first and one or more second connected parts, the first part able to substantially overlie a portion of a label track and having one or more projections shaped and positioned so as to enable the information display system to be mounted on the label track by the said one or more projections engaging with shaped formations of the label track; the one or more second connected parts of the label extending away in at least one direction from the first part wherein the second connected parts extend away from the label track when the information display system is mounted to the label track; at least a portion of the label forming a display area, providing for display of information or graphics, the display area having at least two defined areas for displaying separate categories of characteristic product information.

15. An information display system in accordance with claim 12 wherein the first and second connected parts of the label are integral with the mounting part having a display window such as a cut-out allowing viewing therethrough of a price label mounted in the label track when the information display system is mounted to the label track.

14. A system of displaying information about a number of products having similar product characteristics including:

using a plurality of labels for displaying adjacent each product with each label having defined areas that are uniformly coded such that each similarly coded defined area on each label refers to a particular category of characteristic product information of the products;

providing a label of said plurality of labels for each respective product, the labels having at least one coded defined area and with the respective coded defined areas able to include individual information in the particular category of characteristic product information for the respective product;

displaying each particular label adjacent each respective product on display by means of mounting on a mount holding the respective price label;

providing a code interpretation means for enabling recognition of the particular category of characteristic product information for each coded defined area used on the plurality of labels.

15. An information display system, for providing information such as characteristic product information or retail information adjacent a price label on a shelf front, the information display system having a mounting part for mounting the information display system on the same mounting structure holding the price label such as a label track, and an extension part having one or more compartments extending away from the mounting part, the mounting part including a tongue for insertion into a tongue receiving shaped formation of a

label track, and the extension part allowing display of extra information within the compatments adjacent the price label when mounted on the label track.

16. An information display system in accordance with claim 15 wherein the information display system has a display window formed by a cut-out allowing a price label mounted in a label track on which the display system is mounted to be viewed through the display window.

17. An information display system in accordance with claim 15 wherein the display system is at least partially transparent to allow viewing of a price label mounted in a label track on which the display system is mounted.

18. An information display system substantially as hereinbefore described with reference to the drawings.

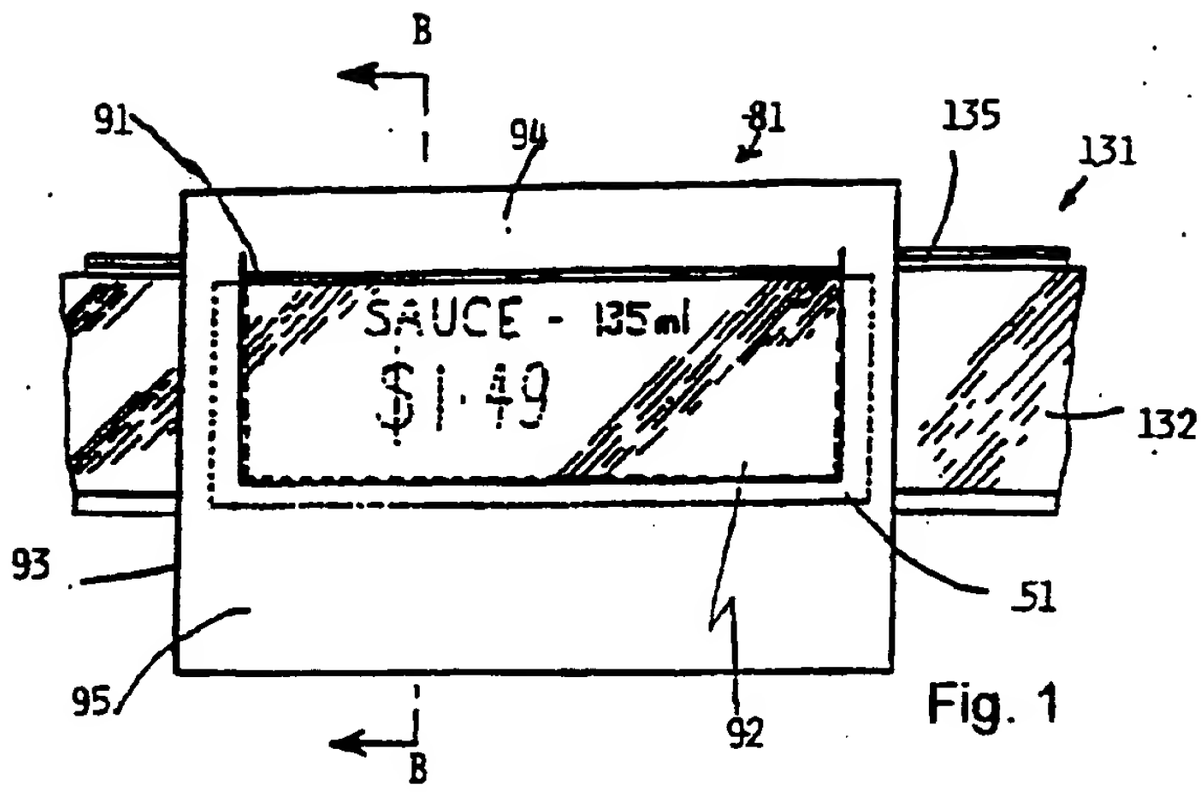

Fig. 1

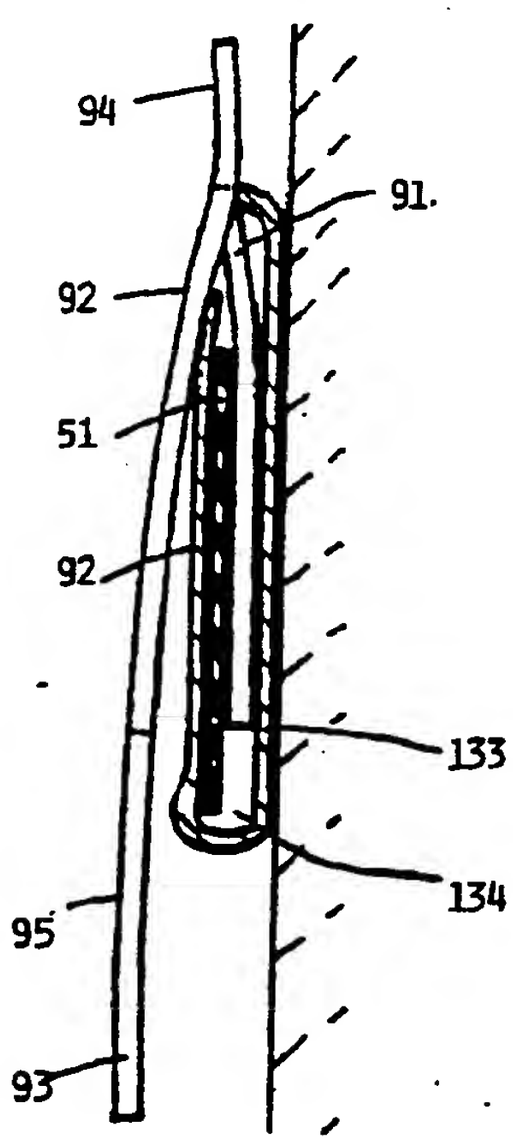

Fig. 2

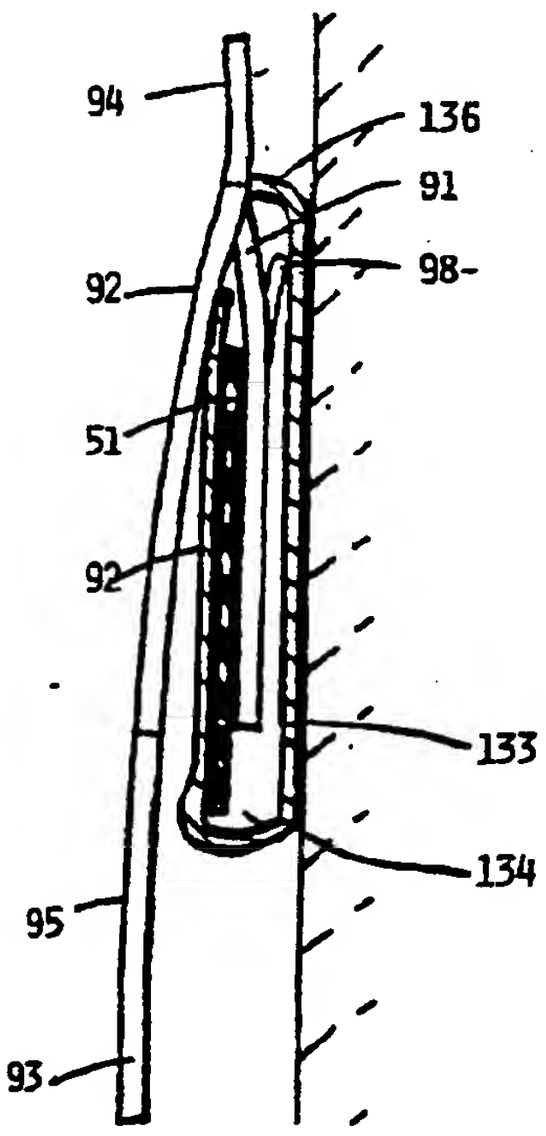

Fig. 3

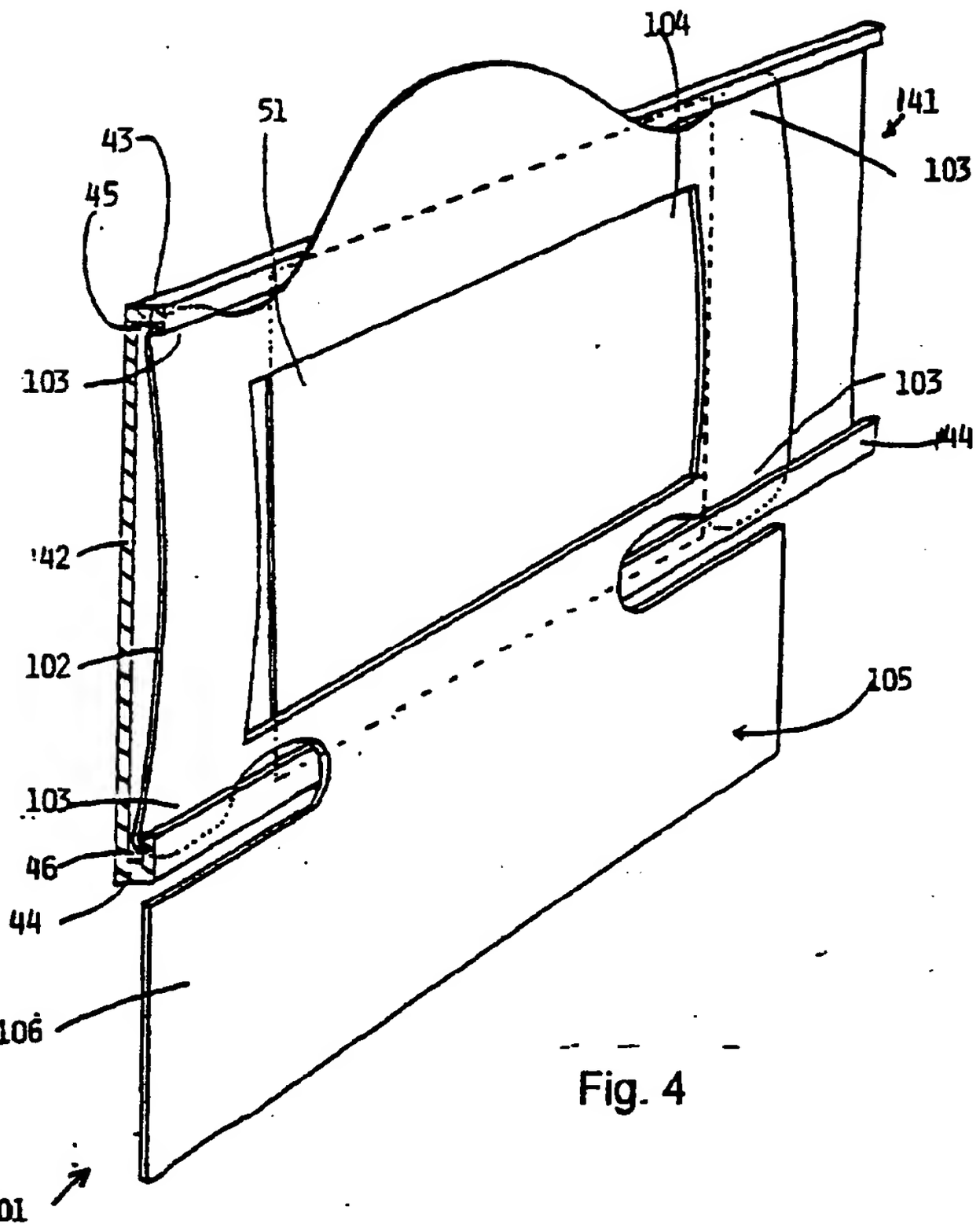

Fig. 4

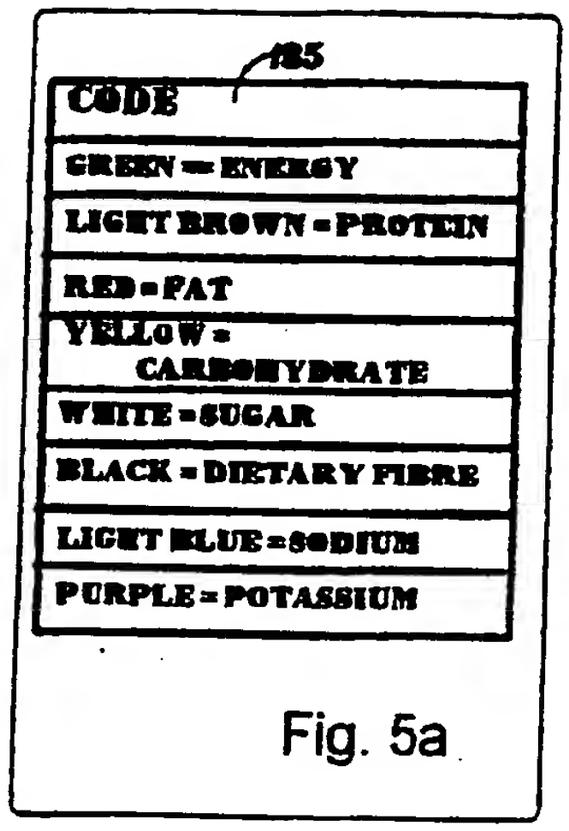

Fig. 5a

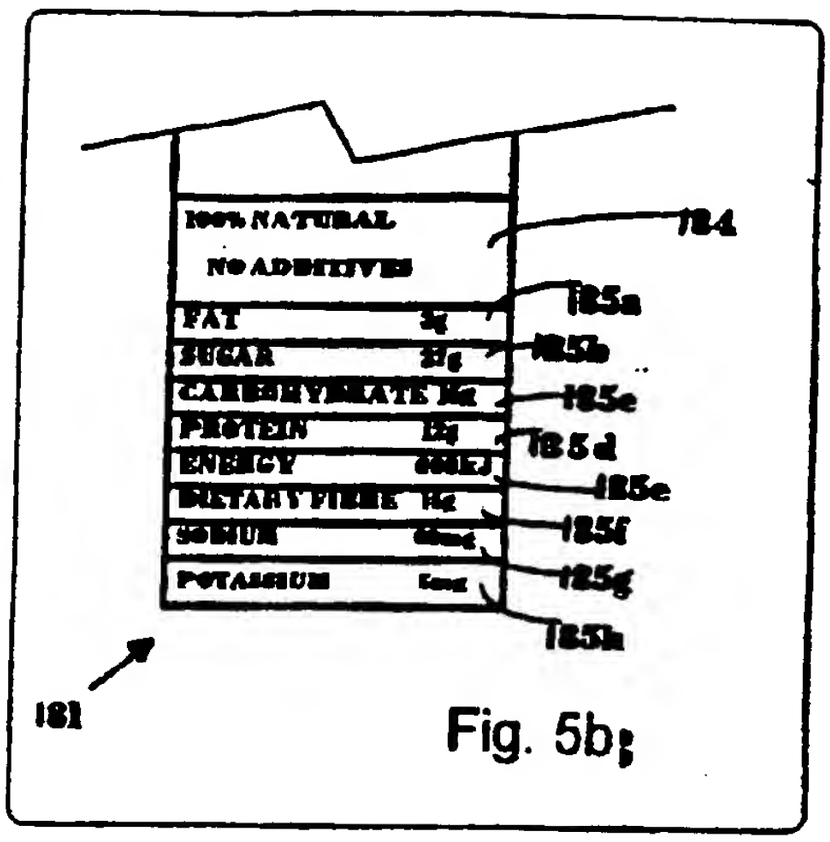

Fig. 5b

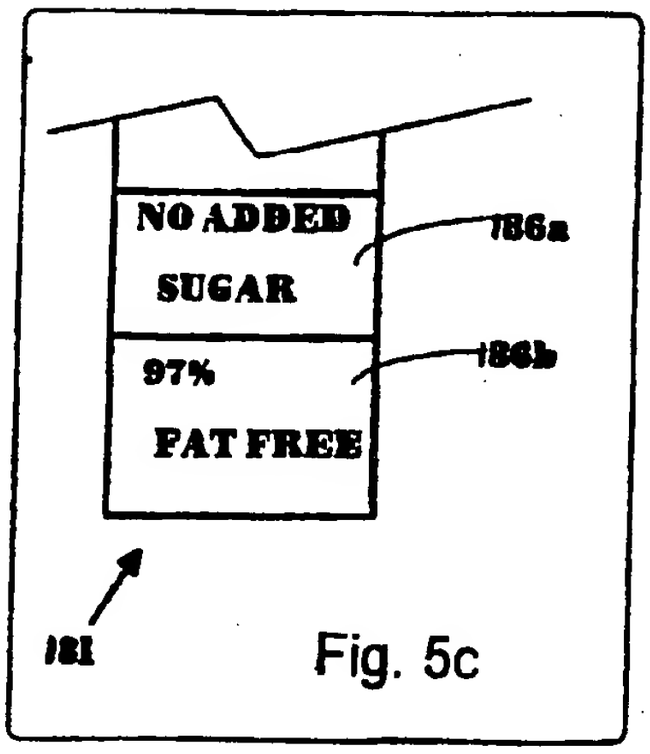

Fig. 5c

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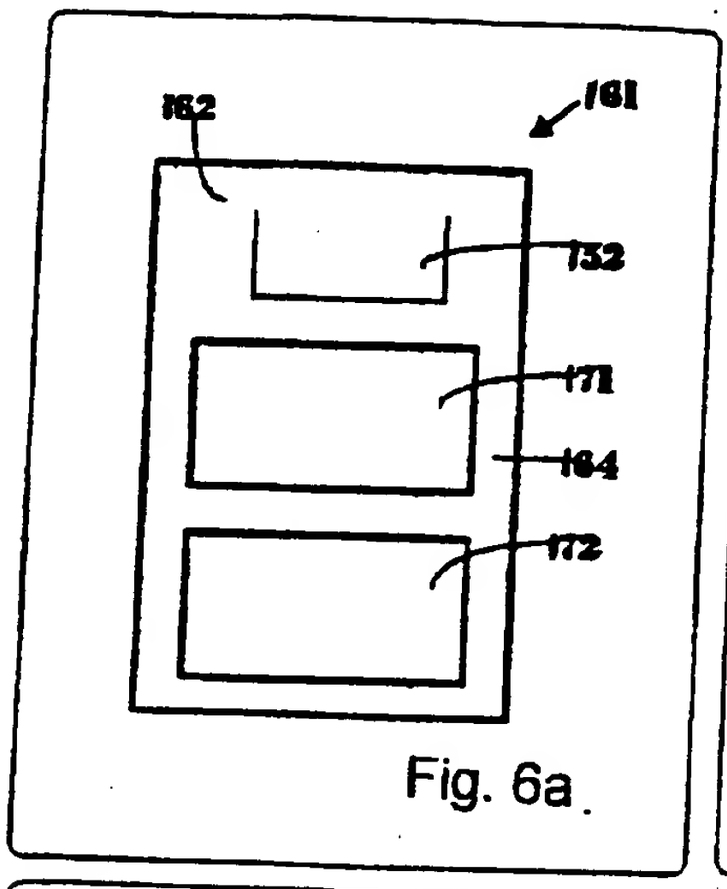

Fig. 6a

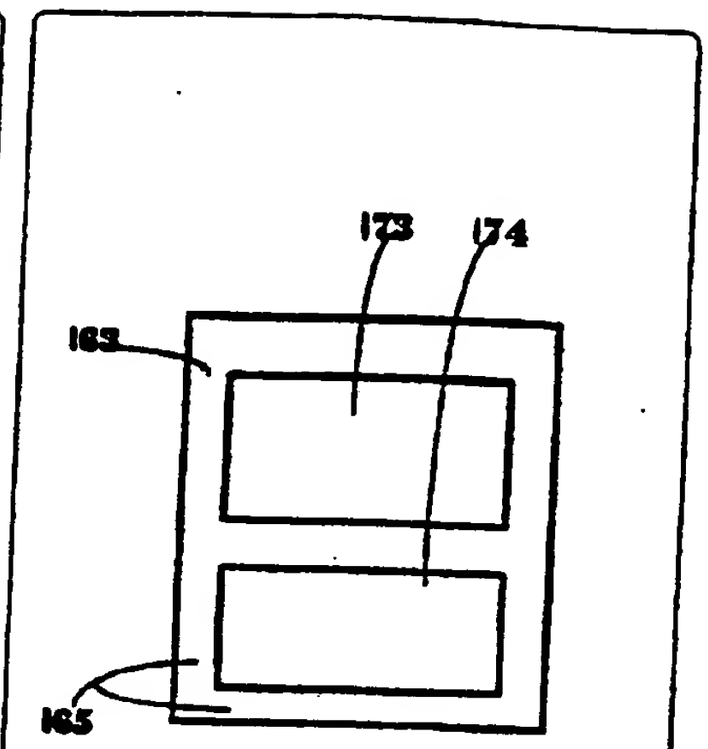

Fig. 6b

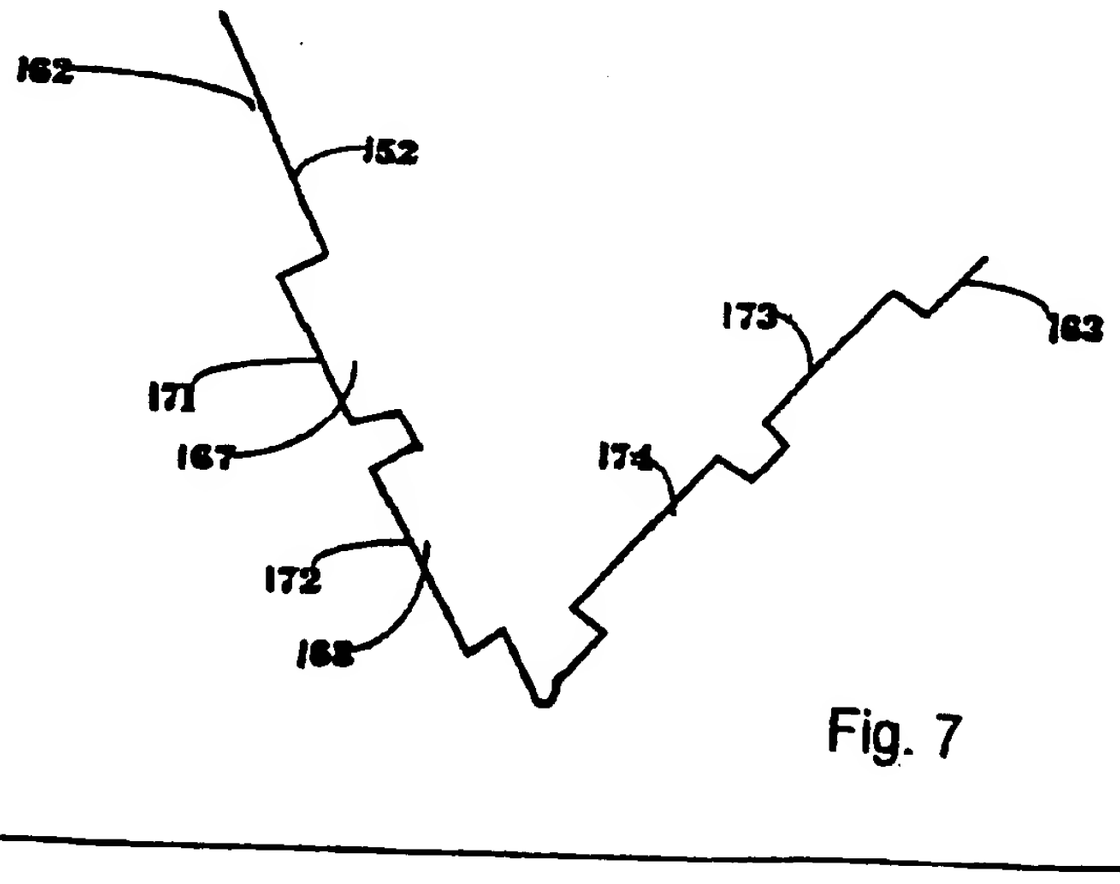

Fig. 7

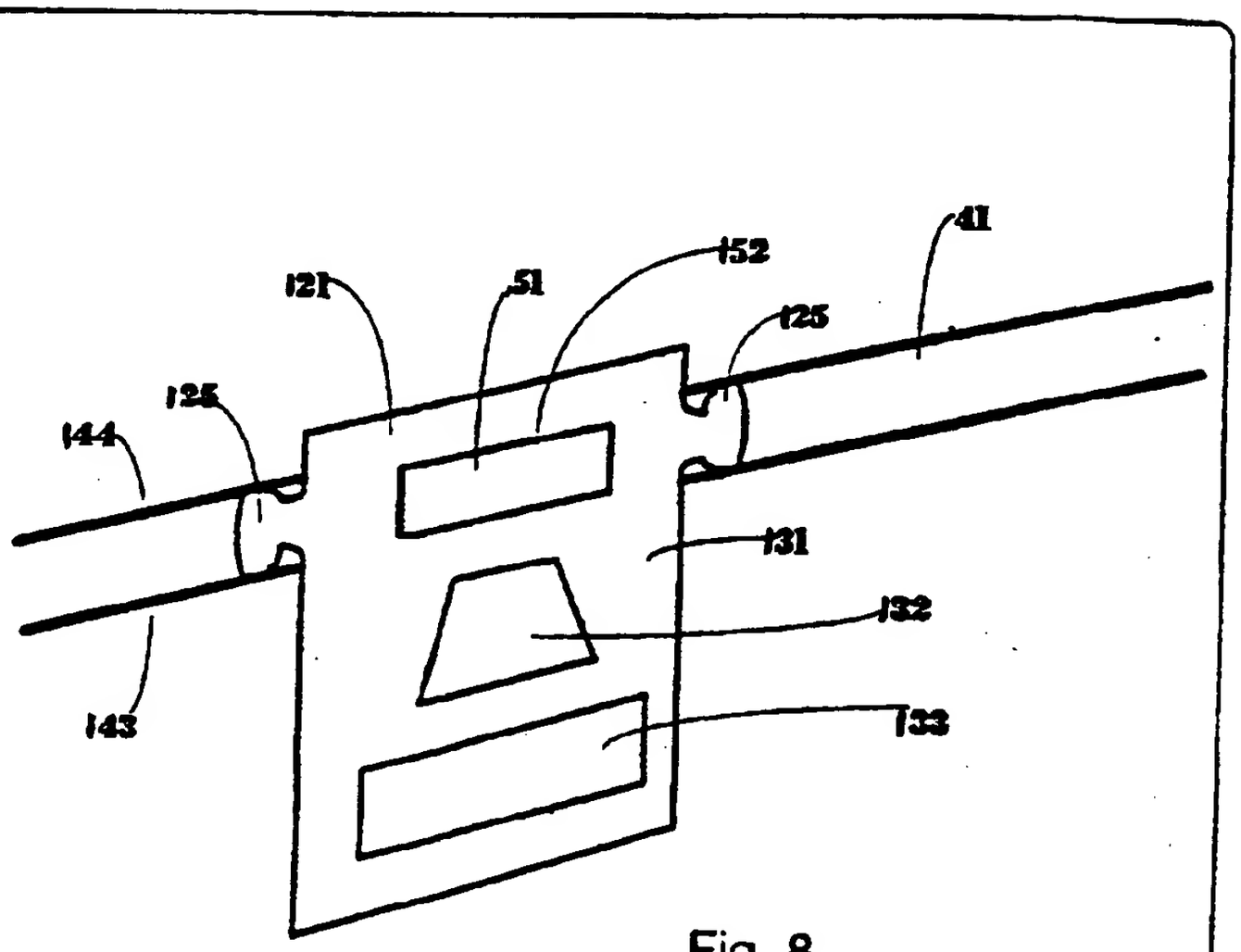

Fig. 8